

2025 EDITORIAL CALENDAR

FIRE ENGINEERING®
THE MOST INFLUENTIAL PUBLICATION
IN THE FIRE & EMS INDUSTRY.

JANUARY

PREVENTION/PROTECTION

Tall Buildings-MidRise Construction
- Big Box and Tactics

❖ **ADDED VALUE:** For Full
Page Only: Audience Extension
(40,000 Impressions)

❖ **SUPPLEMENT:** PPE

AD CLOSE 12/4
MATERIALS 12/11

FEBRUARY

APPARATUS

Hydraulics-Pumping/Rural Ops/
Driving/Apparatus Blocking Scene
Safety

❖ **ADDED VALUE:** For 1/2 Page
or Larger: Product Showcase
Print + Digital Product Showcase
in Monthly Newsletter

AD CLOSE 1/8
MATERIALS 1/15

MARCH

TRUCK COMPANY OPERATIONS

Search/Ventilation/Forcible Entry/
TIC/Saws/FDIC Preview

❖ **BONUS DISTRIBUTION:**
FDIC International

AD CLOSE 2/5
MATERIALS 2/12

APRIL

TRAINING

Drills/Instructional Design/Adult
Learning/Acquired Structures/
Facilities/Props/Programs

❖ **BONUS DISTRIBUTION:**
FDIC International

❖ **SUPPLEMENT:** Firefighter Air:
The Fireground, Our Mission, & You.

AD CLOSE 3/3
MATERIALS 3/10

MAY

COMMAND/FIRE GROUND COMMUNICATION

Radios/Language/ICS/
Accountability/Technology PIO

❖ **ADDED VALUE:** For 1/2 Page
or Larger: Corporate Profile

AD CLOSE 4/2
MATERIALS 4/9

JUNE

SAFETY

Standards/PPE/Record Keeping/
Cancer Prevention/Safety Officer/
Tactics

❖ **ADDED VALUE:** 1x Targeted
Email to Select FDIC Attendees

❖ **SUPPLEMENT:** Wildland

AD CLOSE 5/7
MATERIALS 5/14

JULY

RESEARCH AND TECHNOLOGY

UL-FSRI/NIOSH/AI/NIST/NFPA/
NFA/Drones/Robots/Wearables/
NERIS

❖ **BONUS DISTRIBUTION:**
FRI

AD CLOSE 6/4
MATERIALS 6/11

AUGUST

LEADERSHIP AND MANAGEMENT/OFFICER DEVELOPMENT

Culture/Recruitment/Diversity/
Education/Team Building/
Discipline/Assessment Promotion
Centers

❖ **BONUS DISTRIBUTION:**
FRI

❖ **SUPPLEMENT:** Apparatus

AD CLOSE 7/9
MATERIALS 7/16

SEPTEMBER

RESCUE

Trench/ConSpace/Rope/Water/
Collapse/Dive/Machinery/Vehicle/
Industrial

❖ **ADDED VALUE:** For 1/2 Page
or Larger: Middle Newsletter Ad

❖ **SUPPLEMENT:** Getting Water
on Fire

AD CLOSE 8/6
MATERIALS 8/13

OCTOBER

ENGINE COMPANY OPERATIONS

Fire Attack/Hose/Stretching/
Access/ Hydraulics/Water Source/
Nozzles

❖ **ADDED VALUE:** For 1/2 Page
or Larger: Product Showcase
Print + Digital Product Showcase
in Monthly Newsletter

AD CLOSE 9/3
MATERIALS 9/10

NOVEMBER

INDUSTRIAL/HAZMAT RESPONSE

Atmospheric Monitoring/PPE/
Decon/PrePlanning/Brigades/
Machinery Rescue/Railcar/
Pressurized Tanks

❖ **ADDED VALUE:** For 1/2 Page
or Larger: Corporate Profile

❖ **SUPPLEMENT:** Extrication

AD CLOSE 10/8
MATERIALS 10/15

DECEMBER

HEALTH AND WELLNESS

Cancer Screening & Prevention/
Diet/Fitness/Mental Health/
Standards/Suicide/Culture

❖ **ADDED VALUE:** For 1/2 Page
or Larger: Organic Sponsored
Facebook Post

AD CLOSE 11/5
MATERIALS 11/12

IN
EVERY
ISSUE

Inside every issue you will find a mix of departments such as Volunteers Corner, Training Notebook, Letters to the Editor, What We Learned, Fire Focus, The Engine Company, The Truck Company, The Rescue Company, Apparatus Deliveries, and Products and Services as well as in-depth features about fires, strategy and tactics, leadership and management, training, officer development, and more. You will also keep up on fire service industry news, new products, and highlights from www.fireengineering.com.

PRINT MEDIA RATE CARDS & SPECS

FIRE ENGINEERING®

DIMENSIONS

FULL PAGE SPREAD



Trim Size: 16" x 10.75"
Bleed Size: 16.25" x 11"
Live Area: 15" x 9.75"

1/2 PAGE SPREAD



Bleed Size: 5.25" x 8.25"
Live Area: 4.625" x 7.375"

FULL PAGE



Trim Size: 8" x 10.75"
Bleed Size: 8.25" x 11"
Live Area: 7" x 9.75"

1/2 PAGE HORIZONTAL



Bleed Size: 8.25" x 5.5"
Live Area: 7" x 4.875"

1/2 PAGE VERTICAL



Bleed Size: 4.125" x 11"
Live Area: 3.375" x 10"

1/2 PAGE ISLAND



Bleed Size: 5.25" x 8.25"
Live Area: 4.625" x 7.375"

1/4 PAGE



Live Area: 3.375" x 4.875"

1/6 PAGE



Live Area: 2.25" x 4.875"

FULL COLOR — FULL RUN ROP DISPLAY

| | 1X | 3X | 6X | 12X | 18X | 24X | 36X |
|-------------------------|----------|----------|----------|----------|----------|----------|----------|
| FULL PAGE SPREAD | \$16,820 | \$16,180 | \$15,440 | \$14,910 | \$14,380 | \$13,880 | \$11,780 |
| 1/2 PAGE SPREAD | \$11,920 | \$11,500 | \$10,430 | \$10,070 | \$9,710 | \$9,370 | \$8,300 |
| FULL PAGE | \$8,840 | \$8,550 | \$8,120 | \$7,840 | \$7,570 | \$7,300 | \$6,190 |
| 1/2 PAGE | \$6,280 | \$6,040 | \$5,510 | \$5,320 | \$5,130 | \$4,950 | \$4,400 |
| 1/4 PAGE | \$4,530 | \$4,350 | \$4,120 | \$3,980 | \$3,840 | \$3,710 | \$3,180 |
| 1/6 PAGE | \$2,360 | \$2,260 | \$2,140 | \$2,060 | \$1,990 | \$1,920 | \$1,650 |
| COVER 2 SPREAD | \$18,320 | | | | | | |
| COVER 3 | \$9,040 | | | | | | |
| COVER 4 | \$11,420 | \$11,877 | | | | | |

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